

## Skills

- Marketing Strategy
- Website Strategy & Optimisation
- Brand Strategy & Positioning
- Storytelling
- Content Strategy & Execution
- Demand Generation
- Customer Journey Development
- Sales Enablement
- Marketing Automation
- Stakeholder Engagement
- Client Relations
- Project Management
- Cross-Functional Collaboration

## Software

Gemini	●●●●●
Wix	●●●●●
Figma	●●●●●
HubSpot	●●●●●
Salesforce	●●●●●
WordPress	●●●●●
Monday.com	●●●●●
Mailchimp	●●●●●
SEMrush	●●●●●
Surfer SEO	●●●●●
Google Analytics	●●●●●
Meta Business Suite	●●●●●
ChatGPT	●●●●●
Adobe Creative Suite	●●●●●
Canva	●●●●●
Descript	●●●●●

## About me

**I'm a strategic marketer who makes storytelling actionable.**

My work sits at the intersection of strategy, storytelling, and execution. I help organisations understand their audiences, align marketing efforts with business objectives, and develop strategies that drive meaningful results. Whether I'm building a brand, developing a campaign, implementing new systems, or refining a customer journey, I'm always looking for opportunities to connect people, ideas, and outcomes.

Curiosity is at the heart of how I work. I love uncovering insights, solving complex challenges, and translating them into clear, actionable strategies that support growth.

With experience spanning brand strategy, content marketing, digital experiences, CRM implementation, and organisational transformation, I bring both creative thinking and business acumen to every project.

## Work experience

2025 | Alta Tecnologia S.A.  
2026+ | **Part-Time Marketing Manager - Contractor**

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**I lead marketing strategy while partnering with senior leadership on organisational initiatives that support growth and long-term business objectives.**

- Advance Alta 2.0, a company-wide digital and people transformation initiative aligning brand, culture, operations, and long-term business strategy.
- Implement an EOS infrastructure, strengthening organisational alignment, accountability, communication, and strategic planning.
- Lead marketing strategy, directing Alta's rebrand while redefining positioning, messaging, and a visual identity to strengthen market presence, support business development objectives, and align the organisation around a unified brand vision.
- Manage a team of senior creatives through the ideation, execution, and implementation of integrated marketing initiatives, ensuring brand consistency and strategic alignment across digital, print, events, content, and sales enablement channels.
- Develop sales enablement programs, marketing systems, and cross-functional initiatives that align marketing efforts with organisational priorities and long-term growth goals.

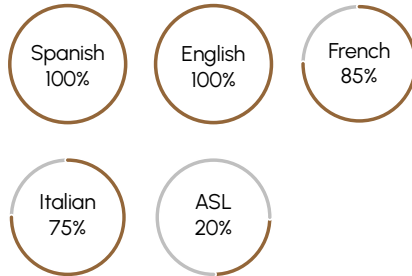
2024 | Citizen / POD Marketing  
2026+ | **Website Content Strategist & Writer**

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**As a content strategist within the Websites department at CITIZEN, I specialise in transforming complex brand identities into authentic, high-performing digital experiences for the senior living industry.**

- Lead in-depth onboarding and creative consultations to distil each client's brand voice, positioning, and strategic objectives, creating the foundation for scalable digital marketing initiatives.
- Build trusted client relationships through strategic guidance, active listening, and content planning, helping organisations clarify how they want to show up in the market.
- Collaborate within a strategic triad (design, project management, and content) to develop website strategies, sitemaps, and messaging frameworks that align SEO, UX, storytelling, and business goals.
- Co-led [Citizen's strategic rebrand](#), conducting stakeholder interviews, defining brand positioning, developing messaging frameworks, and supporting organisation-wide rollout and adoption.
- Contribute to internal process improvement initiatives by developing content frameworks, refining workflows, and identifying opportunities to improve efficiency and collaboration across teams.
- Design and implement customised AI agents to streamline content creation, improve operational efficiency, and maintain consistency across large-scale website ecosystems.
- Deliver scalable content systems supporting 40+ community websites per client, often launching corporate websites in under 12 weeks and deploying community website flights in weeks rather than months.
- Proactively introduce tools, frameworks, and strategic workflows that improve collaboration, reduce inefficiencies, and support continuous process improvement.
- Apply a holistic marketing lens to every project, aligning audience needs, brand strategy, and business objectives to create conversion-focused digital experiences.

## Languages



## Education

- 2017 | **Msc Digital Marketing**  
2018 | UCD Michael Smurfit Graduate Business School, Dublin, Ireland  
Graduated with Honours
- 2011 | **Bachelor's Degree in Advertising**  
2015 | Universidad Latina de Costa Rica  
Emphasis: Production & Creativity
- 2014 | **International scholarship Film & Creative Writing**  
Santa Fe University of Art and Design, NM  
President's List Award
- 2010 | **Technical Degree in Digital Photography**  
2013 | Universidad Creativa de Costa Rica  
Graduated with Honours
- 2010 | **International Baccalaureate Diploma**  
British School of Costa Rica  
Completion of High School

## Work experience (cont.)

2021 | ZayZoon  
2024 | **Content Marketing Manager**

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**As ZayZoon grew, I focused on content strategy and development. I became an expert on our employer persona and led our branding efforts.**

- Co-led the ZayZoon rebrand campaign design and managed its implementation.
- Worked with the product design team on the re-design of the ZayZoon App.
- Collaborated on the development of consistent brand and content guidelines.
- Coordinated external contributors including creative agencies and independent designers to coordinate asset deployment and website redesign in new branding.
- Conducted client interviews for B2B testimonial campaigns.
- Trained internal staff on creative processes and tools such as Adobe Creative Suite.
- Optimised the content design process through Monday and Confluence.
- PM'd the content deployment of the "Payday are we there yet?" RV tour across the US.
- Developed new brand persona identities for the B2B and B2C strategies through market research and data compilation in collaboration with the product team.
- Wrote blogs for the B2B employer persona and cultural content bucket.
- Led the content team and managed the Social Media Specialist and part-time content creators.
- Worked with the sales team to develop a consistent look and feel for their LinkedIn growth and posting strategy through weekly content updates.
- Redesigned customer surveys to gather data from 60,000 ZayZoon customers on their financial wellness journey.
- Designed the concept for a new people ops newsletter and its promotional campaign.
- Implemented a varied toolkit of AI tools to optimise content creation.

2020 | ZayZoon  
2021 | **Marketing Manager**

[View project →](#)

**As the first full-time marketing employee at ZayZoon, I helped shape the brand's vision and content strategy and grow with it across its B2B and B2C channels.**

- Developed and implemented a consolidated internal branding strategy and subsequent materials for our B2B2C content strategy.
- Determined an overall content strategy for growth, including supporting the growth, product and leadership teams with 360 marketing materials and tactics for its deployment.
- Designed marketing materials for print and digital media. These included one-pagers, white papers, slide decks, social graphics, infographics, website content, and more.
- Ensured brand consistency and optimisation for both B2B and B2C materials.
- Developed a pillar content strategy for blog content surrounding Earned Wage Access awareness.
- Collaborated with key partners including payroll partners and businesses on joint marketing efforts for deployment and awareness.
- Helped develop and maintain ZayZoon's website on Hubspot CMS, including landing pages for specific partners and employers.
- Worked closely with the product team on the launch of our first subsequent product.
- Supported the senior leadership team with marketing materials for VC funding rounds.
- Managed creative projects with external collaborators including designers, video production companies, and VISA Direct.

[Check out my portfolio →](#)

## Community engagement

- 2024 | Rick Rack Textiles  
**Sewing Instructor** (ongoing)
- 2024 | ZayZoon  
2021 | **Sewing club founder**  
**Mental Health club member**
- 2020 | CLIP  
**#CalgaryForAll Lead Photographer**
- 2018 | Charville Demesne castle, Tullamore, Ireland.  
**Media production volunteer**
- 2017 | Michael Smurfit School of Business  
2018 | **Class Ambassador**
- 2015 | Wise Fool New Mexico, USA  
2017 | **Board of Directors**
- 2015 | Wise Fool New Mexico, USA  
**Social Media volunteer**
- 2014 | Alta Tecnologia S.A.  
**Advertising Consultant**
- 2014 | Intensa Costa Rica  
**ESL Teacher**
- 2010 | Freelance  
2013 | **French Language Teacher**

## Work experience (cont.)

- 2019 | Immigrant Services Calgary  
2020 | **Marketing and Communications Coordinator**

[View project →](#)

**Worked closely with the executive team at the city's primary immigration non-profit agency for internal and external communications and strategy.**

- Developed and implemented a new branding strategy, based on a client-centric approach.
- Managed the social media content strategy across 4 platforms with 20K+ combined followers.
- Participated in the COVID-19 crisis management team, meeting all communications needs including multilingual materials, process adaptation for remote work, and more.
- Built internal staff capacity by optimising new procedures, and implementing communications-related training programs.
- Developed and deployed the fundraiser content strategy for the Immigrants of Distinction Awards.
- Facilitated workshops exploring organizational purpose ("why") with management staff for strategy development.
- Designed graphic elements including logo development, template redesigns, editorial materials (digital & print), and brand guidelines.
- Deployed an email marketing campaign strategy through MailChimp.

- 2016 | Alta Tecnologia S.A.  
2019 | **Marketing Director**

[View project →](#)

**Developed marketing capacity from the ground up and built a team and full-scale media production vertical within the business.**

- Worked closely with the SLT to redefine the brand positioning and messaging across Latin America.
- Redefined corporate image, rebranded and generated a new communications strategy approach and content guidelines.
- Managed the marketing team for in-house and external projects.
- Generated content for use across multiple media, both digital and print.
- Developed and implemented the company's website structure, content and design.
- Produced educational and marketing video features, and implemented a content strategy for international presence across Latin America.
- Coordinated events for quarterly product launches.
- Integrated digital marketing efforts for higher SERP placement.
- Designed and produced a testimonials workflow through video and written content.

- 2014 | I2 FPS Inc.  
2016 | **Production Coordinator**

[View project →](#)

**Worked as a liaison between clients and the agency; developed creative briefs, coordinated production elements, and built effective 360 campaigns.**

- Coordinated production efforts across multiple teams.
- Collaborated with artists across film, design, and script to produce meaningful, high-quality videos for our clients.
- Worked with social media influencers for clients in travel and tourism campaigns.
- Coordinated production elements and crew for a variety of promotional videos for both the private and public sector.

[Check out my portfolio →](#)